

# JUMPSELLER – CREATE YOUR ONLINE STORE

**P** [peek-magazine.com/jumpseller-create-your-online-store](http://peek-magazine.com/jumpseller-create-your-online-store)

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## About Jumpseller

Founded in 2009 in Porto, Portugal, Jumpseller is a cloud e-commerce platform. With local integrations and state of the art technology, the company leads the way when it comes to e-commerce. While founded in Portugal, the company quickly expanded to other horizons, and currently has a strong presence in Latin America. Some facts:

A Hosted Platform.

Plans starting at 8 Euros/month.

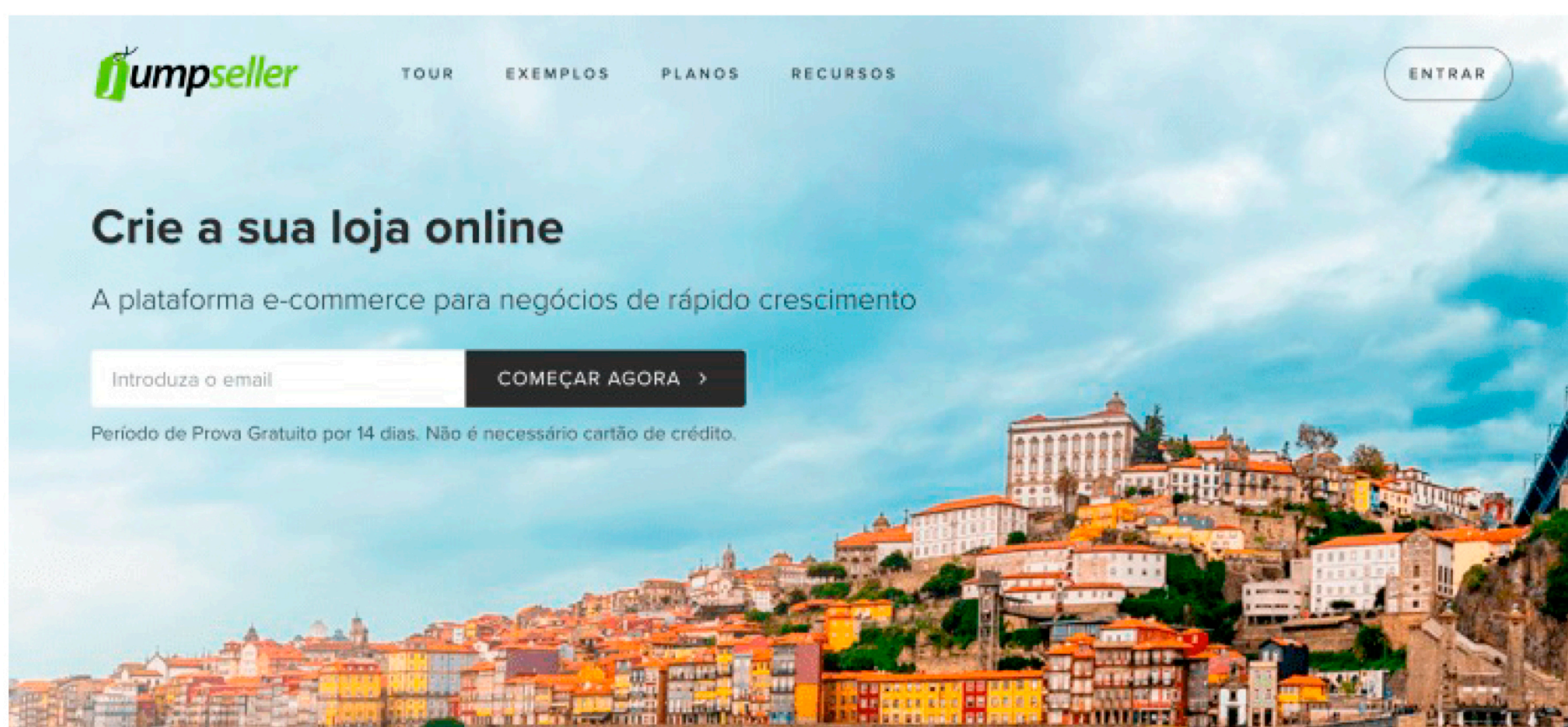
More than 10.000 customers around the world.

2 offices, Porto (Portugal) and Santiago (Chile).

Website: <https://jumpseller.com/>

## A Brief Interview

We got a chance to talk with **FILIPE GONÇALVES** the Co-Founder of Jumpseller.



<https://jumpseller.pt/>

**Q: In plain words, could you tell us a bit more about Jumpseller?**



Launching an online store can be a challenge for small businesses, which more often than not have limited human resources, budget and technical expertise. However, with JumpSeller you can create an online store in a simple and accessible way.

JumpSeller is an e-commerce platform for small businesses to build their online store and sell to anywhere in the world. With a unique set of features such as integrations with local payment methods, transport and logistics operators. Multi-language support and integration with various digital channels such as Facebook, Messenger and Instagram, JumpSeller helps entrepreneurs and companies to give their customers permanent visibility, positioning their business on a global scale.

**Q: How did you come up with the idea for JumpSeller?**

It all started in 2010 me and Tiago Matos, Computer Engineers at the University of Porto, who with little more than their laptops and a shared vision on the future of electronic commerce, founded the company. We were soon supported by the UPTEC incubator in Porto and soon after received our first seed capital through participation in the StartUp Chile pilot program, a program that is making a sustainable change in the culture of entrepreneurship in Latin America.

Today, in its eighth year, JumpSeller is one of the most used platforms for creating online stores in small and medium-sized businesses in Latin America, with an annual growth of 100%.

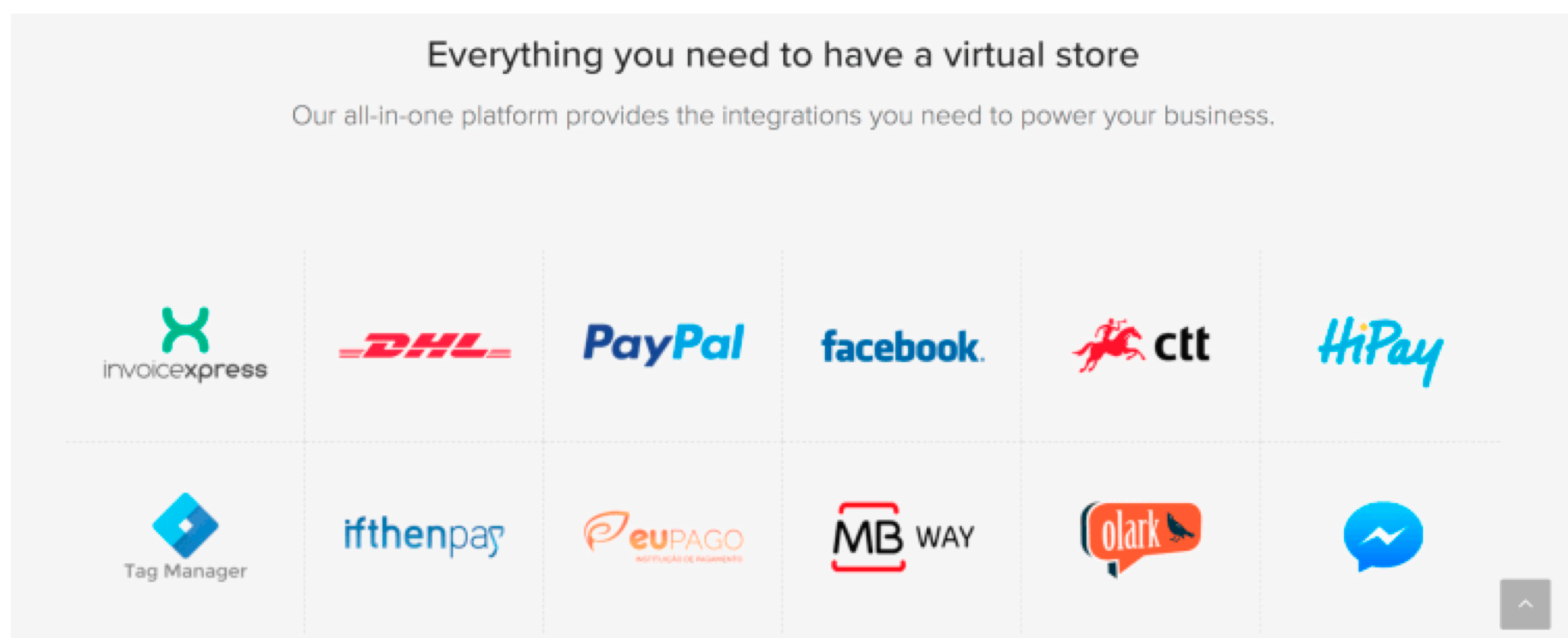
**Q: What would you say is your Target Audience?**

While the platform is capable of supporting all types of businesses, the bulk of our customers are small to medium-sized business owners. The platform is also readily available to sell Digital Products.

**Q: Are many solutions like JumpSeller out there? What is your Unique Selling Point (USP)?**

That is true, while there are many solutions like us, there is still a gap in the market when it comes to affordable localised e-commerce platforms. And that's what our USP is, we work with local companies from each country we are in, like local ERPs, invoicing software, payment methods and shipping companies, so that we can offer our customers the best possible deals.





## Integrations

### Q: What do you consider the biggest advantages of using JumpSeller for your Portuguese customers?

JumpSeller started in Portugal and we were one of the first hosted e-commerce platforms to enter the Portuguese market. Now we are at a stage where we have unprecedented integrations with the likes of CTT, InvoiceExpress, Moloni and other local companies. We also try to integrate with up and coming apps and tools from Portugal to help them grow.

### Q: As an international company, how do you market yourself in various countries? Do you have a uniform strategy for all?

Our marketing strategy is not diverse in the sense that we do not go for traditional marketing such as TVC, radio ads etc. 80 percent of the time we follow digital marketing strategies to market the company, this includes, paid ads on Google, Social Media platforms, ranking higher on organic searches using SEO, partnering with bloggers and influencers using the JumpSeller Affiliate Program. We also do regular workshops teaching people about e-commerce and introducing them to JumpSeller.

### Q: As a startup, what was the most challenging period, especially in the initial stages?

We should have been concerned with protecting the intellectual property of the product from the beginning of its commercialisation. This error has left us open to outside threats, we should not have entered into certain markets without having the legal part well studied. Our product for two years was called Vendder, but an American company played our brand in several markets for months, until we were both forced to come to an agreement and we changed the vendor name to JumpSeller.

### Q: Moving forward, what does the future hold for JumpSeller?



JumpSeller intends to increasingly focus on being an e-commerce hub with integrations with several digital sales channels such as social networks, chat platforms, email marketing tools and integration with sales portals such as Amazon, eBay and MercadoLibre.

**Q: Last question, If you could go back in time to when you were just getting started with this venture, what advice would you give yourself?**

All planning is based on assumptions that are often wrong. More important than making very strict planning is to put an MVP in front of potential clients, it's the only way to test the assumptions. Most of the time when they do this, they find they have to revisit planning again.

***For more details:***

Website: <https://jumpseller.com/>